

July 30, 2015



Southwest Airlines Board Of Directors Elects Ron Ricks As Vice Chairman; Additional Senior Leadership Changes Announced

DALLAS, July 30, 2015 /PRNewswire/ -- The Board of Directors of Southwest Airlines (NYSE: LUV) announced today that Ron Ricks, 65, has been elected as Vice Chairman of the Board. Concurrently, Ricks announced that he is retiring from his position as Executive Vice President and Chief Legal and Regulatory Officer after serving as an Officer of Southwest Airlines for the past 29 years.

"Ron has provided counsel to Southwest Airlines since the early years of the Company, and I am delighted that he will continue to provide leadership and guidance through his role as Vice Chairman," said Gary Kelly, Chairman of the Board, President, and Chief Executive Officer. Ricks will remain a non-Officer Employee of the Company to assist with the transition of complex legal projects and specialized governmental affairs issues. Before joining Southwest Airlines, Ricks was a partner in the San Antonio law firm founded by Herb Kelleher, working extensively on the Southwest Airlines account. Altogether, Ricks has represented Southwest since 1981.

Southwest Airlines announced these additional leadership changes, all reporting to Kelly:

- Tammy Romo was promoted to Executive Vice President and Chief Financial Officer. In addition to maintaining her most recent responsibilities as Sr. Vice President and CFO, the leadership of Supply Chain Management now reports to Romo. Romo joined Southwest Airlines in 1991.
- Mark Shaw was promoted to Sr. Vice President General Counsel and Corporate Secretary. In addition to maintaining his responsibilities over the Company's General Counsel Department, Governmental Affairs leadership now reports to Shaw. Shaw has been with Southwest Airlines since 2000.
- Jeff Lamb, who has been with Southwest Airlines since 2004, maintains the responsibilities of his most recent role as Executive Vice President Chief People and Administrative Officer, and expands his leadership to now include Airport Affairs. His new title is Executive Vice President Corporate Services.

ABOUT SOUTHWEST AIRLINES CO.

In its 45th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 47,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,600 flights a day, serving 95 destinations across the United States and six additional countries. Southwest service to Belize City, Belize, begins Oct. 15, 2015, and to Liberia, Costa Rica, on Nov. 1, 2015, both routes are subject to foreign government approval.

Based on the U.S. Department of Transportation's most recent data, Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded. The Company operates the largest fleet of Boeing aircraft in the world, the majority of which are equipped with satellite-based WiFi providing gate-to-gate connectivity while over the United States. That connectivity enables Customers to use their personal devices to access streaming music provided by Beats Music or to view video on-demand movies and television shows, as well as nearly 20 channels of free, live TV compliments of our valued Partners. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some airlines may allow free checked bags on select routes or for qualified circumstances), and there are no change fees, though fare differences might apply. In 2014, the airline proudly unveiled a bold new look: *Heart*. The new aircraft livery, airport experience, and logo, showcase the dedication of Southwest Employees to connect Customers with what's important in their lives.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as "The Southwest Effect," a lowering of fares and increase in passenger traffic whenever the carrier enters new markets. With 42 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2014 Southwest Airlines One Report™ can be found at SouthwestOneReport.com.

Book Southwest Airlines' low fares online at Southwest.com or by phone at 800-I-FLY-SWA.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/southwest-airlines-board-of-directors-elects-ron-ricks-as-vice-chairman-additional-senior-leadership-changes-announced-300121202.html>

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